Spring 6-11-2016

2010, Monterey County Crop Report.

MONTEREY COUNTY

Crop Report 2010

INNOVATION | TRANSPARENCY | EFFICIENCY

Table of Contents

Monterey County Agricultural Commissioner

ERIC LAURITZEN
AGRICULTURAL COMMISSIONER

Karen Ross, Secretary

California Department of Food & Agriculture and
The Honorable Board of Supervisors of Monterey County

Jane Parker, 4th District, Chair
Fernando Armenta, 1st District
Louis Calcagno, 2nd District
Simón Salinas, 3rd District
Dave Potter, 5th District

It is a pleasure to present the 2010 Monterey County Crop Report pursuant to the provisions of Section 2279 of the California Food & Agriculture Code. This report reflects a production value of more than $4 billion for Monterey County, a decrease of less than 0.7% from 2009. As is typical with our diverse mix of crops, some showed increases, and others decreased. Even as fewer acres were planted, head lettuce value increased 17% compared to 2009. Leaf lettuce value was down 2%, reversing the recent trend of increases over head lettuce. Strawberry value decreased by just 1%, maintaining strawberries as our number one crop. Wine grape value was down 27% on lower yields and weak prices. Exports to foreign countries increased by 14%, which represents 67 million pounds of additional products.

Crops showing notable dollar increases were anise ($1.4 million), broccoli ($16.9 million), cattle ($9.5 million), citrus ($6.3 million), head lettuce ($76 million), peas ($3.4 million) and raspberries ($8.5 million). Crops showing decreases included grapes ($65 million), leaf lettuce ($12 million), nursery crops ($28.5 million), and spring mix ($22 million).

It is always important to note that the figures provided here are gross values and do not reflect net profit or loss experienced by individual growers, or by the industry as a whole. Growers do not have control on most input costs, such as fuel, fertilizers and packaging, nor can they significantly affect market prices. The fact that the gross value of agriculture is holding steady reflects positively on the diversity and importance of our agricultural industry. Monterey County has 26 crops with a value greater than $10 million and 11 crops with a value of more than $100 million.

This report also provides an opportunity to recognize the growers, shippers, ranchers, and other businesses ancillary to and supportive of agriculture, which is the largest driver of Monterey County's economy. As such, we would like to extend our thanks to the industry for its continued effort to provide vital information that enables the compilation of the Monterey County Crop Report. Without industry's assistance, this report would not be possible.

The theme of this year's Crop Report is the importance of maximizing regulatory efficiency with the latest technological innovations and advancements. The Agricultural Commissioner's office launched a new and completely redesigned Web site **www.ag.co.monterey.ca.us** in 2011, with major improvements in content, functionality, and design.

Special recognition for the production of this report goes to Richard Ordonez, Maria Peterson, Shayla Neufeld and all of the staff who assisted in compiling this information and improving the quality of the report.

Respectfully submitted,

Eric Lauritzen
Agricultural Commissioner

Monterey County's Ten Million Dollar Crops

CROPS	2010 CROP VALUE	2010 CROP RANKING	2009 CROP RANKING
Strawberries	$751,114,000	**1**	1
Leaf Lettuce	$724,619,000	**2**	2
Head Lettuce	$511,904,000	**3**	3
Broccoli	$297,125,000	**4**	5
Nursery	$266,121,000	**5**	4
Celery	$175,595,000	**6**	7
Grapes	$172,916,000	**7**	6
Spring Mix	$143,975,000	**8**	8
Misc. Vegetables	$127,568,000	**9**	10
Spinach	$127,520,000	**10**	9
Cauliflower	$110,554,000	**11**	11
Salad Products	$88,255,000	**12**	12
Mushrooms	$69,199,000	**13**	13
Artichokes	$47,828,000	**14**	14
Raspberries	$42,464,000	**15**	16
Beef Cattle	$40,064,000	**16**	17
Cabbage	$33,705,000	**17**	15
Peas	$30,797,000	**18**	19
Onions, Green	$26,726,000	**19**	18
Rappini	$25,708,000	**20**	20
Carrots	$20,378,000	**21**	21
Radicchio	$19,531,000	**22**	22
Citrus	$18,210,000	**23**	25
Kale	$17,445,000	**24**	23
Asparagus	$15,448,000	**25**	24
Rangeland	$10,665,000	**26**	26

DID YOU KNOW?

Monterey County leads the State in 10 commodities:

Lettuce, Strawberries, Broccoli, Celery, Cauliflower, Salad Greens, Spinach, Mushrooms, Cabbage, and Artichokes

Monterey County's Trends of Major Crops

CROP		1990	2000	2010
Artichokes	Acre	6,970	6,780	4,959
	Value	$23,148,000	$43,494,000	$47,828,000
	CPI Adjusted	$38,580,000	$55,056,000	$47,828,000
Broccoli	Acre	48,600	61,500	60,926
	Value	$129,195,000	$359,286,000	$297,125,000
	CPI Adjusted	$215,325,000	$454,792,000	$297,125,000
Cauliflower	Acre	22,340	17,480	19,444
	Value	$85,115,000	$118,528,000	$110,554,000
	CPI Adjusted	$141,858,000	$150,035,000	$110,554,000
Celery	Acre	7,290	8,136	12,305
	Value	$53,346,000	$108,241,000	$175,595,000
	CPI Adjusted	$88,910,000	$137,014,000	$175,595,000
Grapes	Acre	25,300	45,043	45,893
	Value	$63,719,000	$216,430,000	$172,916,000
	CPI Adjusted	$106,198,000	$273,962,000	$172,916,000
Head Lettuce	Acre	58,280	57,800	44,574
	Value	$325,019,000	$472,503,000	$511,904,000
	CPI Adjusted	$541,698,000	$598,105,000	$511,904,000
Leaf Lettuce	Acre	20,531	48,373	95,436
	Value	$90,729,000	$302,762,000	$724,619,000
	CPI Adjusted	$151,215,000	$383,243,000	$724,619,000
Mushrooms	Acre	46,412,000	47,246,000	37,204,000
	Value	$42,699,000	$73,704,000	$69,199,000
	CPI Adjusted	$71,165,000	$93,296,000	$69,199,000
Nursery Products	Acre	1,670	1,881	2,106
	Value	$112,448,000	$194,252,000	$266,121,000
	CPI Adjusted	$187,413,000	$245,888,000	$266,121,000
Spinach	Acre	7,300	13,890	9,329
	Value	$14,099,000	$76,605,000	$127,520,000
	CPI Adjusted	$23,498,000	$96,968,000	$127,520,000
Strawberries	Acre	5,830	6,990	10,664
	Value	$181,459,000	$227,984,000	$751,114,000
	CPI Adjusted	$302,432,000	$288,587,000	$751,114,000
TOTAL OF MAJOR CROPS ABOVE	Acre	**204,111**	**267,873**	**305,636**
	Value	**$1,120,976,000**	**$2,193,789,000**	**$3,254,495,000**
	CPI Adjusted	**$1,868,292,000**	**$2,776,946,000**	**$3,254,495,000**

* Consumer Price Index Conversion Factors from http://oregonstate.edu/cla/polisci/sites/default/files/faculty-research/sahr/inflation-conversion/pdf/cv2010.pdf

Vegetable Crops

CROP[1]	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL[2]
Anise	2010	602	20.00	12,000	ton	$664.73	$7,977,000
	2009	649	17.19	11,200	ton	$585.71	$6,560,000
Artichokes	2010	4,959	7.03	34,900	ton	$1,370.44	$47,828,000
	2009	4,375	7.72	33,800	ton	$1,422.61	$48,084,000
Asparagus	2010	2,297	4.20	9,650	ton	$1,600.87	$15,448,000
	2009	2,952	3.51	10,400	ton	$1,485.20	$15,446,000
Bok Choy	2010	393	23.81	9,360	ton	$223.73	$2,094,000
	2009	384	19.01	7,300	ton	$282.58	$2,063,000
Broccoli, Bulk[3]	2010	N/A	N/A	122,000	ton	$549.08	$66,988,000
	2009	N/A	N/A	105,000	ton	$573.45	$60,212,000
Fresh	2010	49,926	7.21	360,000	ton	$639.27	$230,137,000
	2009	47,793	7.17	343,000	ton	$641.47	$220,024,000
Broccoli, Total	2010	60,926	N/A	N/A	N/A	N/A	$297,125,000
	2009	56,423	N/A	N/A	N/A	N/A	$280,236,000
Cabbage, Bulk	2010	N/A	N/A	37,400	ton	$308.72	$11,546,000
	2009	N/A	N/A	40,800	ton	$324.42	$13,236,000
Fresh	2010	3,251	19.89	64,700	ton	$342.49	$22,159,000
	2009	3,101	19.60	60,800	ton	$360.47	$21,917,000
Cabbage, Total	2010	5,131	N/A	N/A	N/A	N/A	$33,705,000
	2009	5,183	N/A	N/A	N/A	N/A	$35,153,000
Carrots, Bulk	2010	N/A	N/A	28,700	ton	$336.54	$9,659,000
	2009	N/A	N/A	31,200	ton	$342.42	$10,684,000
Fresh	2010	1,431	21.07	30,200	ton	$354.92	$10,719,000
	2009	1,476	20.28	29,900	ton	$388.66	$11,621,000
Carrots, Total	2010	1,863	N/A	N/A	N/A	N/A	$20,378,000
	2009	1,896	N/A	N/A	N/A	N/A	$22,305,000
Cauliflower, Bulk	2010	N/A	N/A	22,100	ton	$569.75	$12,591,000
	2009	N/A	N/A	25,800	ton	$603.85	$15,579,000
Fresh	2010	16,958	8.89	151,000	ton	$648.76	$97,963,000
	2009	15,882	8.79	140,000	ton	$689.01	$96,461,000
Cauliflower Total	2010	19,444	N/A	N/A	N/A	N/A	$110,554,000
	2009	18,817	N/A	N/A	N/A	N/A	$112,040,000

[1] Organic figures included in totals
[2] Totals may not calculate due to rounding
[3] "Bulk" may include one or more of the following:
"Food Service" commodities are destined to be sold to restaurants and food service companies for the preparation of meals eaten away from home, and are sold in larger packages; "Processing" commodities are destined to be processed in a way that substantially alters the raw nature of the product such as freezing, drying, or cooking, and does not necessarily include processes such as washing, slicing, or chopping; and "Value Added" commodities are destined to be sold to consumers to prepare meals at home, and are sold in smaller packages with consumer labeling. Figures do not include additional cost of packaging or washing, slicing, chopping, mixing, etc.

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Celery, Bulk	2010	N/A	N/A	38,100	ton	$263.52	$10,040,000
	2009	N/A	N/A	34,200	ton	$266.10	$9,101,000
Fresh	2010	11,307	38.17	432,000	ton	$383.23	$165,555,000
	2009	10,918	38.74	423,000	ton	$385.64	$163,126,000
Celery, Total	2010	12,305	N/A	N/A	N/A	N/A	$175,595,000
	2009	11,801	N/A	N/A	N/A	N/A	$172,227,000
Chard	2010	742	9.26	6,870	ton	$906.57	$6,228,000
	2009	778	9.34	7,270	ton	$882.70	$6,417,000
Cilantro	2010	634	8.88	5,630	ton	$703.18	$3,959,000
	2009	729	7.86	5,730	ton	$813.74	$4,663,000
Herbs[4]	2010	107	7.27	780	ton	$2,480.43	$1,935,000
	2009	104	6.81	708	ton	$2,423.56	$1,716,000
Kale	2010	1,938	12.10	23,400	ton	$745.50	$17,445,000
	2009	1,948	12.01	23,400	ton	$740.45	$17,327,000
Leeks	2010	214	12.46	2,670	ton	$1,130.19	$3,018,000
	2009	197	12.96	2,560	ton	$1,104.93	$2,829,000
Lettuce, Total[5]	2010	140,000	N/A	N/A	N/A	N/A	$1,236,523,000
	2009	143,000	N/A	N/A	N/A	N/A	$1,172,522,000
Misc. Vegetables, Bulk	2010	N/A	N/A	160,000	ton	$572.17	$91,547,000
	2009	N/A	N/A	171,000	ton	$558.75	$95,547,000
Fresh[6]	2010	4,130	7.79	32,200	ton	$1,118.68	$36,021,000
	2009	3,863	7.33	28,300	ton	$1,219.73	$34,518,000
Misc. Vegetables Total	2010	24,669	N/A	N/A	N/A	N/A	$127,568,000
	2009	27,205	N/A	N/A	N/A	N/A	$130,065,000
Mushrooms	2010	157	N/A	37,204,000	lbs	$1.86	$69,199,000
	2009	157	N/A	37,264,000	lbs	$1.85	$68,938,000
Napa	2010	488	28.12	13,700	ton	$326.91	$4,479,000
	2009	439	31.49	13,800	ton	$331.82	$4,579,000
Onions, Dry	2010	2,187	23.15	50,600	ton	$181.34	$9,176,000
	2009	2,210	22.99	50,800	ton	$200.34	$10,177,000
Onions, Green	2010	1,376	15.04	20,700	ton	$1,291.11	$26,726,000
	2009	1,456	14.57	21,200	ton	$1,308.65	$27,743,000
Parsley	2010	497	16.71	8,300	ton	$746.60	$6,197,000
	2009	471	18.27	8,600	ton	$710.38	$6,109,000

[4] Includes: Oregano, Parsley, Rosemary, Sage, and Thyme
[5] See Lettuce Production for detail information, Page 17
[6] Includes: Arugula, Beets, Broccolini, Brussel Sprouts, Cactus Pears, Cardone, Chicory, Corn, Cucumbers, Fava Beans, Frisee, Garlic, Mache, Potato, and Pumpkins

Vegetable Crops (cont'd)

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Peas[7]	2010	1,789	N/A	N/A	N/A	N/A	$30,797,000
	2009	1,731	N/A	N/A	N/A	N/A	$27,407,000
Peppers[8]	2010	1,327	17.44	23,100	ton	$335.52	$7,751,000
	2009	1,288	18.54	23,900	ton	$385.18	$9,206,000
Radicchio	2010	2,473	4.41	10,900	ton	$1,791.80	$19,531,000
	2009	2,431	4.04	9,820	ton	$1,790.86	$17,586,000
Radish	2010	149	14.13	2,110	ton	$500.43	$1,056,000
	2009	148	14.85	2,200	ton	$470.22	$1,034,000
Rappini	2010	4,635	3.20	14,800	ton	$1,737.00	$25,708,000
	2009	4,170	3.15	13,100	ton	$1,912.89	$25,059,000
Salad Products	2010	N/A	N/A	210,000	ton	$420.26	$88,255,000
	2009	N/A	N/A	230,000	ton	$414.10	$95,243,000
Spinach, Bulk	2010	N/A	N/A	52,600	ton	$814.84	$42,861,000
	2009	N/A	N/A	53,600	ton	$828.61	$44,413,000
Fresh	2010	8,934	10.32	92,200	ton	$918.21	$84,659,000
	2009	9,000	10.64	95,800	ton	$914.22	$87,582,000
Spinach Total	2010	9,329	N/A	N/A	N/A	N/A	$127,520,000
	2009	9,519	N/A	N/A	N/A	N/A	$131,996,000
Spring Mix	2010	11,078	9.04	100,000	ton	$1,439.75	$143,975,000
	2009	12,867	9.04	116,000	ton	$1,434.17	$166,364,000
Squash	2010	300	10.24	3,070	ton	$582.73	$1,789,000
	2009	318	10.55	3,360	ton	$600.76	$2,019,000
Tomatoes	2010	682	19.38	13,200	ton	$570.69	$7,533,000
	2009	665	19.18	12,800	ton	$675.81	$8,650,000

VEGETABLE CROPS	**2010**	**312,691**	**$2,677,072,000**
TOTAL	**2009**	**314,311**	**$2,631,763,000**

[7] Includes: Bulk
[8] Includes: Chili and Bell Peppers

Fruit & Nut Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Avocados	2010	227	3.50	795	ton	$1,540.77	$1,225,000
	2009	221	.50	111	ton	$2,202.47	$244,000
Citrus	2010	1,248	30.00	37,400	ton	$486.89	$18,210,000
	2009	1,277	26.16	33,400	ton	$357.43	$11,938,000
Grapes[9]	2010	43,321	4.09	177,000	ton	$976.93	$172,916,000
	2009	41,114	4.99	205,000	ton	$1,161.38	$238,082,000
Raspberries	2010	688	14.99	10,300	ton	$4,122.67	$42,464,000
	2009	600	15.00	9,000	ton	$3,778.67	$34,008,000
Strawberries	2010	10,664	37.60	401,000	ton	$1,845.00	$739,845,000
	2009	11,247	34.00	382,000	ton	$1,953.04	$746,061,000
Processing	2010	N/A	N/A	23,600	ton	$477.52	$11,269,000
	2009	N/A	N/A	18,000	ton	$560.17	$10,083,000
Strawberries Total	2010	10,664	N/A	425,000	ton	N/A	$751,114,000
	2009	11,247	N/A	400,000	ton	N/A	$756,144,000
Misc. Fruit[10]	2010	620	2.53	1,570	ton	$1,123.88	$1,764,000
	2009*	636	2.94	1,867	ton	$1,215.32	$2,269,000

FRUIT & NUT CROPS	**2010**	**56,768**	**$987,693,000**
TOTAL	**2009***	**55,095**	**$1,042,685,000**

DID YOU KNOW?

- **Monterey County grows 53 different varieties of wine grapes**
- **Wine grapes were first introduced in Monterey County more than 200 years ago by the Franciscan friars.**

[9] Represents Bearing Acres only; See Grape Production for detail information, Page 18-19
[10] Includes: Apples, Blackberries, Blueberries, Kiwi,Olives and Walnuts
* Adjusted figure

Seed Production

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Bean Seed, All	2010	2,626	1.04	2,730	ton	$1,807.60	$4,935,000
	2009	3,441	0.98	3,370	ton	$1,884.13	$6,350,000
Misc. Seed[11]	2010	1,630	1.85	3,020	ton	$1,671.78	$5,049,000
	2009	1,489	2.00	2,980	ton	$992.04	$2,956,000

SEED PRODUCTION	**2010**	**4,256**	**$9,984,000**
TOTAL	**2009**	**4,930**	**$9,306,000**

Apiary Production

CROP	YEAR	COLONIES	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Honey	2010	N/A	37,147	lbs	$1.40	$52,000
	2009	N/A	22,300	lbs	$1.35	$30,100
Pollination[12]	2010	4,166	N/A	colony	$45.00	$187,000
	2009	350	N/A	colony	$40.00	$14,000
Wax	2010	N/A	1,500	lbs	$2.25	$3,380
	2009	N/A	950	lbs	$2.25	$2,140

APIARY PRODUCTION	**2010**	**$242,000**
TOTAL	**2009**	**$46,200**

[11] Includes: Barley, Broccoli, Carrots, Cauliflower, Celery, Cucumber, Flowers, Kohlrabi, Onions, Peas, Peppers, Radish, Soybean, and Squash.
[12] Seed Crops Pollinated: Broccoli, Carrot, Cauliflower, Cucumber, Flower, Onion, Pepper, Radish, and Squash.

Livestock & Poultry

CROP	YEAR	HEAD	PRODUCTION	UNIT	VALUE PER UNIT	TOTAL
Cattle & Calves	2010	43,000	280,000	cwt	$112.00	$31,360,000
	2009	43,500	278,000	cwt	$72.00	$20,016,000
Stocker	2010	45,400	136,000	cwt	$64.00	$8,704,000
	2009	45,000	109,000	cwt	$97.00	$10,573,000
Sheeps & Lambs	2010	2,200	3,750	cwt	$90.00	$338,000
	2009	2,200	3,750	cwt	$89.00	$334,000
Hogs	2010	1,450	290,000	lbs	$0.55	$160,000
	2009	1,400	266,000	lbs	$0.40	$106,000
Wool	2010	N/A	16,000	lbs	$0.40	$6,400
	2009	N/A	17,000	lbs	$0.30	$5,100
Misc. Livestock[13] & Poultry[14] Products	2010	----	----	----	----	$9,325,000
	2009					$9,340,000

LIVESTOCK & POULTRY 2010 **$49,893,000**

TOTAL 2009 **$40,374,000**

DID YOU KNOW?

50% of Monterey County (over one million acres) **is grazing land**

[13] Includes: Bulls, Cull Cows, Dairy Cows, Milk Manufacturing, and Market Milk
[14] Includes: Eggs, Fertilizer, Hatcheries, and Poultry

New Technologies Drive More Efficient, Effective Government

Local innovations and technological advances are a defining element of the agricultural industry in Monterey County. Packaged salad products and pre-cut vegetables developed by local companies have fundamentally changed the way that U.S. consumers buy and prepare fruits and vegetables. Year-round growing operations and advancements in shipping have significantly increased the availability and consumption of fresh produce. But advances in technology extend well beyond the farm field. The County Agricultural Commissioner's Office is embracing new technologies to better protect public health and the environment, ensure a level playing field for business, and promote our agricultural products in a national and global market.

Technological innovation and efficiency are crucial in today's public sector. As resources become more limited, businesses and the public rely upon and expect more from governmental agencies. Our office is harnessing new technological tools to increase efficiency and reduce costs, make our regulatory processes more effective, accessible and transparent, and communicate better with businesses and the community. Here are summaries of three major programs that utilize progressive technologies to achieve our goals.

Agricultural Commissioner Web Site Improved, Modernized

In partnership with Full Steam Marketing & Design of Salinas, we recently carried out a complete overhaul of our Web site, **www.ag.co.monterey.ca.us.** The resulting product offers major improvements and advances in content, user tools, functionality, and design. Our office's information and expertise prompts frequent inquiries from university researchers, students and faculty, commodity groups, foreign visitors, governmental agencies, nongovernmental organizations, and members of the public. The new Web site makes our information much more accessible. In addition, Web site tools are designed to help people better understand our regulatory requirements, while enhancing the efficiency of Agricultural Commissioner staff.

Phytosanitary Certificate Issuance & Tracking System (PCIT)

The Agricultural Commissioner's quarantine and inspection program safeguards agricultural and natural resources from risks associated with the entry, establishment, and spread of

WEB SITE FEATURES:

- **Updated forms, documents, and important information related to pesticide use enforcement and quarantine regulations. Announcements are regularly posted on our home page when forms or regulations are amended or updated.**
- **Pesticide use data. With just a few clicks online, interested parties may search our database and generate reports.**
- **A new staff directory. The directory allows members of the public to identify staff persons by program area and make direct inquiries.**
- **Map of Certified Farmers Market locations throughout Monterey County.**
- **Details on our organic certification program, Monterey County Certified Organic.**
- **An archive of annual Crop Reports.**
- **An online version of Monterey County Ranch Maps. The Commissioner has also provided the Sheriff's Department with digital and hardcopy maps.**
- **Information on invasive weed species, including pictures for weed identification and control methods.**

plant pests. In partnership with the U.S. Department of Agriculture, our office has launched the digital PCIT program. The PCIT system enables us to inspect agricultural products ready for export and certify that the product complies with plant quarantine standards of importing countries.

Through digital reporting (in-field and Web-based), PCIT provides local shippers and our agency with substantially increased efficiencies. Improvements include better security, accounting and billing functions, data management and access to foreign quarantine requirements.

Through PCIT, destination countries will eventually be able to have digital access to each shipment's Phytosanitary Certificate. Local shippers will also have direct access to the export requirements of destination countries. These developments will facilitate efficient export from the United States and will also make delivery of the commodity upon arrival at the destination country more expedient.

Crop report also available online

Pesticide Permitting & Web-Based Use Reporting

Historically, County Agricultural Commissioners have led the way in public-private sector technological innovations. In the 1980s, commissioners implemented restricted material permit programs on some of the first available computers.

Monterey County received its first electronic use report in 1991. The program has been updated continually over the years as technology has evolved. Our next phase, CalAgPermits, represents a quantum leap forward for both the industry and our office. This September, we will launch CalAgPermits to generate restricted materials permits and manage pesticide use reports. This system is part of a state-wide Internet platform to increase the effectiveness of record-keeping and data analysis activities required in our various pesticide programs.

In addition, the new system will allow all growers to submit pesticide use reports electronically through a Web-based system, and it will enhance our ability to respond to hundreds of pesticide-related information requests we receive each year.

Finally, our office plans to integrate GIS mapping data into the CalAgPermits system – creating an important link between pesticide permits and mapping data. This enhanced information tool will provide more precise location information for applications and help assess the proximity of sensitive areas to better protect people and the environment.

Looking Forward

These new technologies – and other initiatives under development by the Agricultural Commissioner's Office – represent only the beginning of an ongoing process to make ourselves more efficient and effective as a public agency. For example, Spanish is the primary language for many members of our community. As resources allow, we will explore the development of a Spanish-language Web site.

Like the highly innovative and technologically advanced industry that we regulate, we will adapt to change, listen to our customers, and respond to their needs with every resource available to us. In the coming year, we will use our new technological tools and other lines of communication to seek more input from industry and the public, and to continue Monterey County's leadership in agricultural excellence.

Cut Flowers & Cut Foliage

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Alstroemeria	2010	3.90	66,100	per bunch	$1.63	$108,000
	2009	4.31	77,000	per bunch	$1.81	$139,000
Asiatic Lily	2010	2.38	111,000	per bunch	$4.22	$468,000
	2009	3.22	132,000	per bunch	$4.15	$548,000
Carnations	2010	10.76	4,585,000	per bloom	$0.19	$871,000
	2009	13.71	5,264,000	per bloom	$0.22	$1,158,000
Chrysanthemums	2010	26.99	2,218,000	per bloom	$0.43	$954,000
	2009	22.08	1,814,000	per bloom	$0.41	$744,000
Eucalyptus	2010	75.94	594,000	per bunch	$1.70	$1,010,000
	2009	80.37	222,000	per bunch	$1.51	$335,000
Gerbera	2010	13.38	8,146,000	per bloom	$0.30	$2,444,000
	2009	9.58	5,879,000	per bloom	$0.33	$1,940,000
Iris	2010	11.19	224,000	per bunch	$3.06	$685,000
	2009	13.54	250,000	per bunch	$2.99	$748,000
Miniature Carnations	2010	4.00	117,000	per bunch	$1.42	$166,000
	2009	4.41	135,000	per bunch	$1.50	$203,000
Misc. Cut Flowers & Cut Foliage[15]	2010	281.75	23,873,000	various	$1.66	$39,629,000
	2009	309.91	18,938,000	various	$1.98	$37,497,000
Oriental Lilies	2010	4.37	127,000	per bunch	$9.40	$1,194,000
	2009	4.79	149,000	per bunch	$9.46	$1,410,000
Roses	2010	14.15	7,884,000	per bloom	$0.34	$2,681,000
	2009	14.20	8,134,000	per bloom	$0.33	$2,684,000
Snapdragon	2010	19.87	645,000	per bunch	$3.57	$2,303,000
	2009	19.99	667,000	per bunch	$3.48	$2,321,000
Tulips	2010	2.10	40,000	per bunch	$4.43	$177,000
	2009	2.38	40,400	per bunch	$4.46	$180,000
CUT FLOWERS & CUT FOLIAGE	**2010**	**471**				**$52,690,000**
TOTAL	**2009**	**502**				**$49,907,000**

[15] Includes: Acidanthera, Amarnthus, Anemones, Anthurium, Asters, Azalea, Banksia, Belladona, Bulperum, Calendula, Calla Lily, Coleus, Curly Willow, Cyclamen, Daffodils, Dahlias, Delphinium, Ferns, Freesia, Gardenia, Gladiolus, Godetia, Grasses, Heather, Hydrangea, Impatiens, Kale, Kangaroo Paw, Larkspur, Lavender, Leather Leaf, Leptospermum, Leucodendron, Leucospermum, Limonium, Lisianthus, Marigold, Oxalis, Portulaca, Protea, Ranunculus, Safflower, Scabiosa, Solidacious, Statice, Stock, Sunflower, Sweet Peas, Tuberose, Viburnum,Yarrow, and Zantedeschia

Nursery Products

CROP	YEAR	ACREAGE	PRODUCTION QUANTITY SOLD	UNIT	VALUE PER UNIT	TOTAL
Bedding Plants	2010	169.00	35,415,000	per plant	$0.46	$16,291,000
	2009	180.00	37,721,000	per plant	$0.51	$19,238,000
Misc. Nursery Products[16]	2010	835.55	33,352,000	various	$0.81	$27,015,000
	2009	1,175.56	23,093,000	various	$0.89	$20,553,000
Orchids	2010	91.01	7,690,000	per plant	$7.34	$56,445,000
	2009	78.93	8,911,000	per plant	$7.86	$70,040,000
Poinsettia	2010	88.40	2,031,000	per plant	$5.68	$11,536,000
	2009*	95.93	2,382,000	per plant	$5.18	$12,339,000
Potted Plants	2010	253.91	17,485,000	per plant	$2.72	$47,559,000
	2009	271.13	20,007,000	per plant	$2.97	$59,421,000
Propagative Materials	2010	12.57	3,234,000	per plant	$0.38	$1,229,000
	2009	12.81	3,332,000	per plant	$0.45	$1,499,000
Vegetable Transplants	2010	111.09	2,198,455,000	per plant	$0.02	$43,969,000
	2009	129.36	2,691,787,000	per plant	$0.02	$53,836,000
Woody Ornamentals	2010	73.63	1,993,000	per plant	$4.71	$9,387,000
	2009	45.50	1,554,000	per plant	$4.98	$7,739,000
Nursery Products Total Acres	2010	1,635	----	----	----	$213,431,000
	2009	1,989				$244,665,000
OVERALL NURSERY[17]	**2010**	**2,106**				**$266,121,000**
TOTAL	**2009**	**2,491**				**$294,572,000**

DID YOU KNOW?

Monterey County nurseries began flowering in the late 1950s, when Japanese American growers discovered Watsonville and the Salinas Valley as escalating land prices forced them out of the San Francisco area.

[16] Includes: Begonia, Bromeliads, Bulbs, Christmas Trees, Clivia, Corms, Cypress, Euonymus, Ficus, Fruit & Nut Trees, Jasmine, Milkweed, Myrtle, Native Plants, Rhizomes, Tubers, Turf, and Water Pond Plants
[17] Totals from Cut Flower & Cut Foliage and Nursery Products

Field Crops

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
Barley, Grain	2010	10,130	1.41	14,300	ton	$92.88	$1,328,000
	2009	8,900	1.46	13,000	ton	$91.24	$1,186,000
Beans[18]	2010	883	1.27	1,120	ton	$1,659.61	$1,859,000
	2009	641	1.74	1,120	ton	$1,450.54	$1,625,000
Hay, Alfalfa	2010	250	5.63	1,410	ton	$169.88	$240,000
	2009	310	5.96	1,850	ton	$156.69	$290,000
Misc. Field Crops[19]	2010	1,550	1.94	3,010	ton	$119.60	$360,000
	2009	1,724	1.96	3,380	ton	$120.00	$406,000
Oats[20]	2010	2,716	1.87	5,080	ton	$119.12	$605,000
	2009	3,000	1.70	5,100	ton	$121.90	$622,000
Wheat, Grain	2010	1,125	1.25	1,410	ton	$122.60	$173,000
	2009	1,232	1.20	1,480	ton	$120.47	$178,000
Rangeland	2010	1,066,494	N/A	N/A	acre	$10.00	$10,665,000
	2009	1,066,538	N/A	N/A	acre	$10.00	$10,665,000
FIELD CROPS	**2010**	**1,083,148**					**$15,230,000**
TOTAL	**2009**	**1,082,345**					**$14,972,000**

DID YOU KNOW?

- **Monterey County produces 59% of the nation's lettuce**
- **In 1916 Mose S. Hutchings planted the first commercial lettuce on his ranch in Pajaro and shipped it to San Francisco.**

[18] Includes: Peruano, Pintos, Pink, Pinquito, and Lima Beans
[19] Includes: Safflower, Pasture, and Barley
[20] Includes: Hay Oats and Misc. Oats

Lettuce Production - Detail

CROP	YEAR	ACREAGE	PRODUCTION PER ACRE	TOTAL	UNIT	VALUE PER UNIT	TOTAL
HEAD LETTUCE							
Spring	2010	16,378	----	----	----	----	----
	2009	14,864					
Summer	2010	14,170	----	----	----	----	----
	2009	15,391					
Fall	2010	14,026	----	----	----	----	----
	2009	18,436					
Naked Pack	2010	N/A	N/A	6,433,000	ctn	$11.83	$76,102,000
	2009	N/A	N/A	6,900,000	ctn	$9.08	$62,652,000
Wrapped Pack	2010	N/A	N/A	22,723,000	ctn	$12.88	$292,672,000
	2009	N/A	N/A	21,209,000	ctn	$11.10	$235,420,000
Head Lettuce, Bulk	2010	N/A	N/A	367,000	ton	$390.00	$143,130,000
	2009	N/A	N/A	383,000	ton	$360.00	$137,880,000
Head Lettuce, Total	2010	44,574	983	43,836,000	ctn	$11.68	$511,904,000
	2009	48,691	928	45,185,000	ctn	$9.65	$435,952,000
LEAF LETTUCE							
Butter Leaf Lettuce	2010	1,489	1,220	1,816,000	ctn	$9.22	$16,744,000
	2009	1,498	1,200	1,798,000	ctn	$8.91	$16,020,000
Endive	2010	408	1,051	429,000	ctn	$8.88	$3,810,000
	2009	445	1,072	477,000	ctn	$7.26	$3,463,000
Escarole	2010	339	1,040	353,000	ctn	$8.88	$3,135,000
	2009	332	1,033	343,000	ctn	$7.57	$2,597,000
Green Leaf Lettuce	2010	8,294	1,033	8,568,000	ctn	$9.36	$80,196,000
	2009	8,292	1,013	8,400,000	ctn	$8.44	$70,896,000
Red Leaf Lettuce	2010	2,313	1,036	2,396,000	ctn	$8.62	$20,654,000
	2009	2,301	1,021	2,349,000	ctn	$9.28	$21,799,000
Romaine Lettuce	2010	36,294	1,054	38,254,000	ctn	$9.45	$361,500,000
	2009	33,150	1,099	36,432,000	ctn	$10.73	$390,915,000
Leaf Lettuce, Bulk	2010	N/A	N/A	604,000	ton	$395.00	$238,580,000
	2009	N/A	N/A	592,000	ton	$390.00	$230,880,000
Leaf Lettuce, Total	2010	95,436	N/A	87,345,000	ctn	$8.30	$724,619,000
	2009	94,491	N/A	84,623,000	ctn	$8.70	$736,570,000

LETTUCE CROP	**2010**	**140,000**	**131,181,000**	**ctn**	**$1,236,523,000**
TOTAL	**2009**	**143,000**	**129,808,000**	**ctn**	**$1,172,522,000**

Grape Production

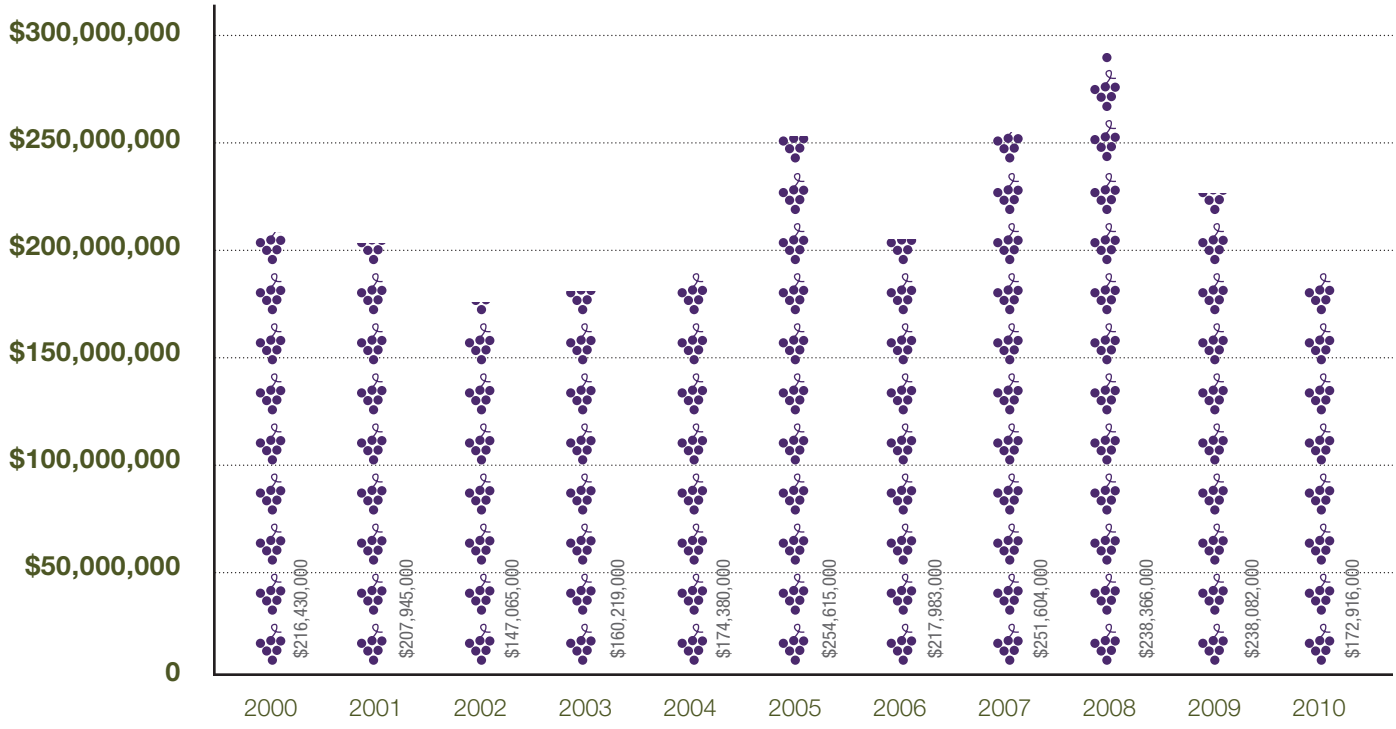
TOTAL ACREAGE OF WHITE & RED GRAPES BY VARIETY

WHITE GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Chardonnay	16,262	$921	65,048	$59,909,000
Riesling	2,180	$836	8,523	$7,125,000
Pinot Grigio	1,387	$993	5,490	$5,452,000
Sauvignon Blanc	1,050	$837	6,404	$5,360,000
Gewurztraminer	710	$830	3,559	$2,954,000
Muscat Canelli	151	$1,199	399	$478,000
Other Whites[21]	134	$1,484	285	$423,000
Malvasia Bianca	104	$1,101	310	$341,000
Viognier	136	$1,766	160	$283,000
Pinot Blanc	93	$917	272	$249,000
Gruner Veltliner	36	$810	273	$221,000
Chenin Blanc	140	$675	224	$151,000
Roussanne	75	$1,835	75	$138,000
Albarino	28	$884	129	$114,000

RED GRAPE VARIETIES	HARVESTED ACRES	AVERAGE PRICE PER TON	TOTAL TONS	TOTAL VALUE
Pinot Noir	7,567	$1,492	23,087	$34,446,000
Merlot	5,566	$863	24,135	$20,829,000
Cabernet Sauvignon	4,377	$849	23,908	$20,298,000
Syrah/Shiraz	1,805	$866	7,606	$6,587,000
Cabernet Franc	545	$1,028	2,180	$2,241,000
Petite Sirah	237	$974	1,481	$1,442,000
Malbec	193	$1,093	781	$854,000
Petit Verdot	128	$1,249	610	$762,000
Grenache	126	$1,649	404	$666,000
Other Reds[22]	83	$1,317	479	$631,000
Zinfandel	64	$703	465	$327,000
Gamay-Napa	30	$1,000	250	$250,000
Sangiovese	81	$914	212	$194,000
Tannat	33	$1,290	148	$191,000

[21] Grenache Blanc, Marsanne, Muscat Orange, Semillon, Sauvignon Musque, Tocai Friulano, and Vermentio
[22] Aleatico, Barbera, Carignane, Cinsaut, Dornfelder, Graciano, Mataro, Negrette, Pfeffer Cabernet, Primitivo, Ruby Cabernet, Souzao, Tempranillo,Teroldego, Tinta Cao, Tourga Nacinal, Touriga Francesca, and Trousseau

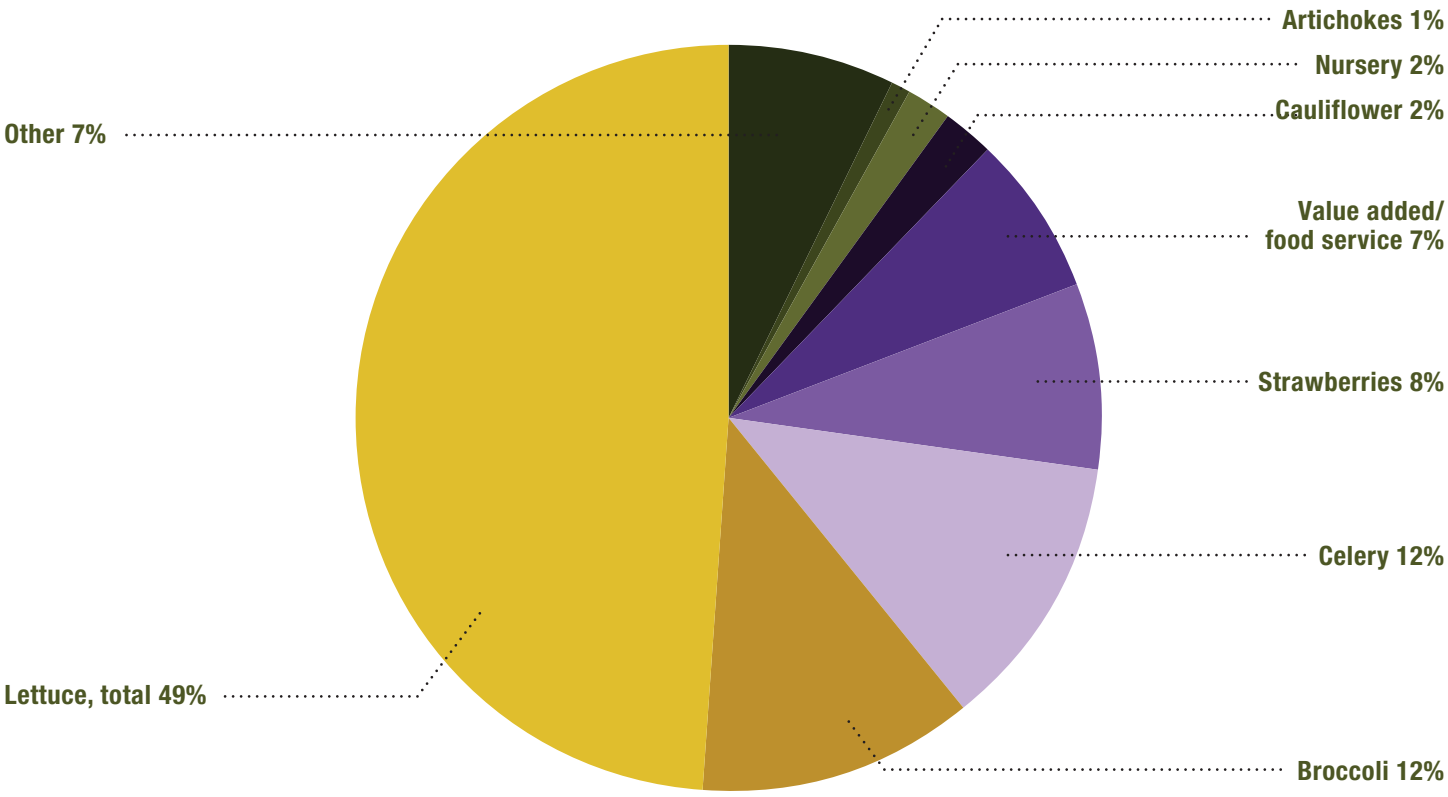
Monterey County's Value of Wine Grapes



Grape Production

YEAR	NONBEARING ACRES	BEARING ACRES	TOTAL TONS	VALUE
2000	8,778	36,265	170,729	$216,430,000
2001	7,888	38,098	184,082	$207,945,000
2002	5,682	37,325	143,947	$147,065,000
2003	2,829	34,287	151,344	$160,219,000
2004	1,036	36,614	172,082	$174,380,000
2005	2,378	38,179	269,000	$254,615,000
2006	3,144	38,165	210,000	$217,983,000
2007	3,068	39,636	224,000	$251,604,000
2008	4,006	40,144	201,000	$238,366,000
2009	3,975	40,792	204,000	$238,082,000
2010	2,572	43,321	177,000	$172,916,000

Monterey County's Produce Exports by Commodity



2010 Exported Commodities

Lettuce
279,885,294 lbs

Broccoli
68,476,024 lbs

Celery
64,775,591 lbs

Strawberries
43,562,501 lbs

Food Service
41,740,578 lbs

Cauliflower
10,223,026 lbs

Nursery Stock
9,942,092 lbs

Anise/Fennel
6,607,745 lbs

Tomatoes
5,638,325 lbs

Asparagus
4,425,024 lbs

Artichokes
3,806,369 lbs

Brussell Sprouts
2,768,150 lbs

Other
21,002,303 lbs

Total 562,853,022 lbs

2009 Exported Commodities

Lettuce
171,362,306 lbs

Broccoli
64,496,700 lbs

Strawberries
47,855,201 lbs

Celery
42,268,312 lbs

Food Service
38,626,837 lbs

Nursery Stock
24,803,512 lbs

Cauliflower
8,292,669 lbs

Tomatoes
7,445,050 lbs

Anise/Fennel
6,700,297 lbs

Asparagus
4,928,528 lbs

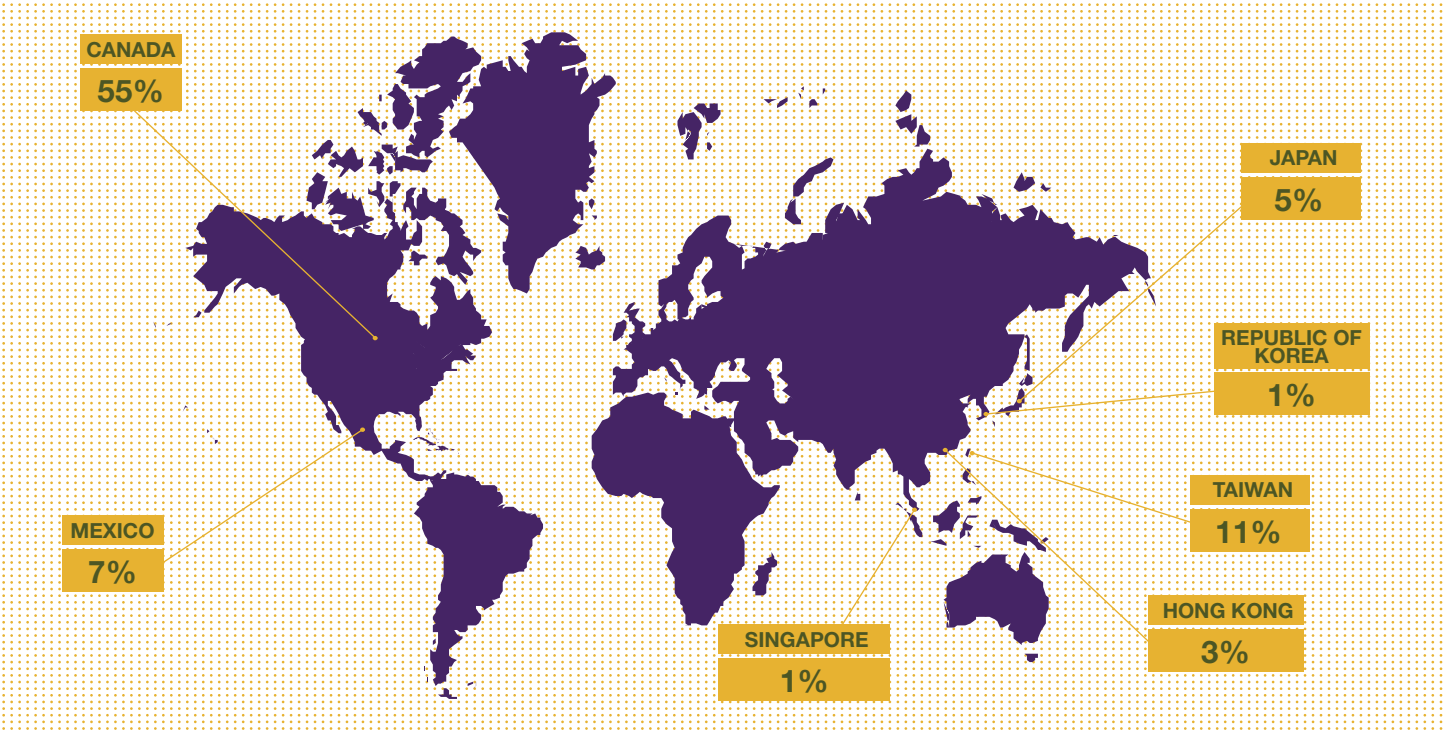
Artichokes
3,017,423 lbs

Seed
1,724,187 lbs

Other
74,250,328 lbs

Total 495,771,350 lbs

Monterey County's Agricultural Exports Trade Partners



2010 Total Lbs

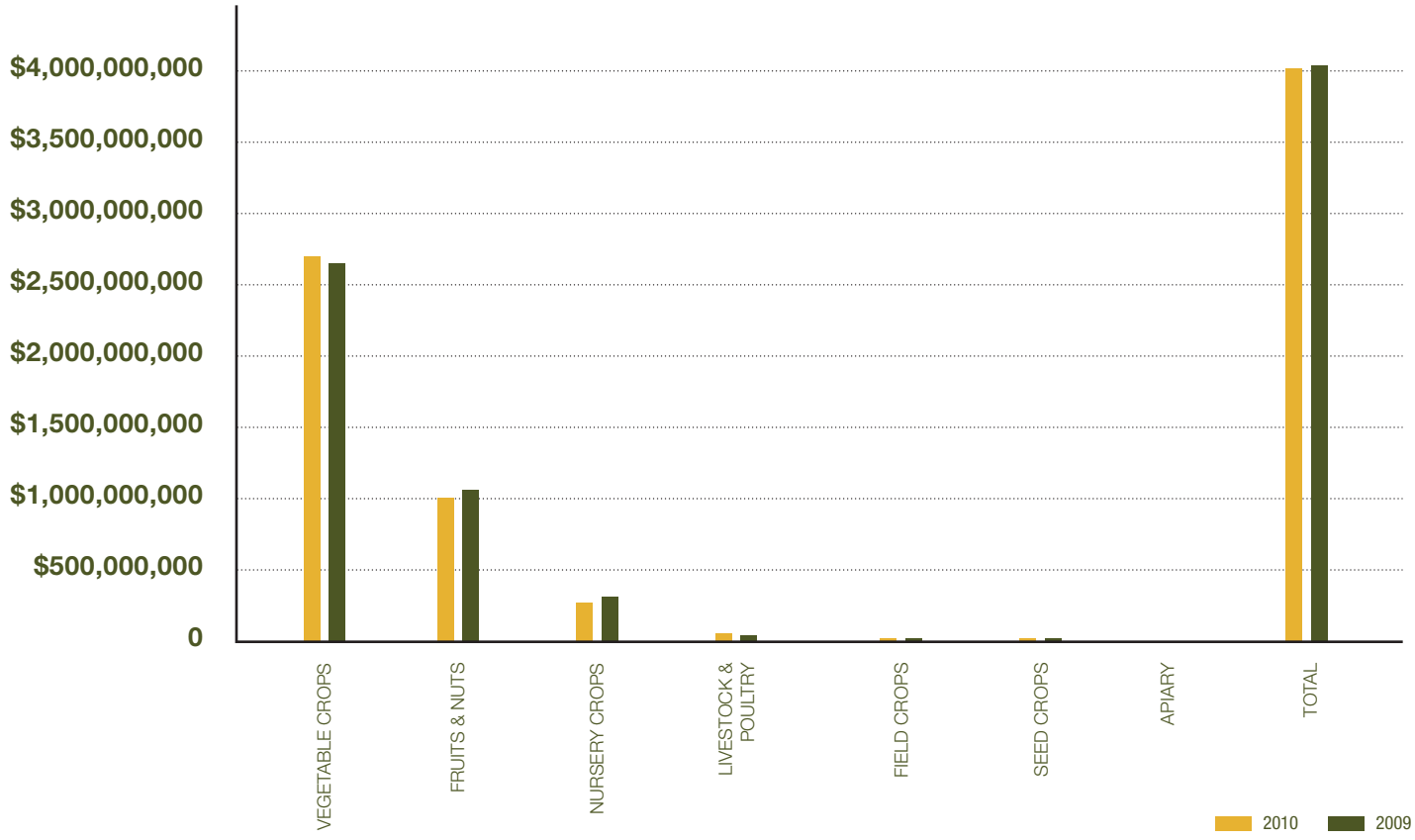
Canada **309,014,346**	Kuwait **2,169,321**	Qatar **104,964**
Taiwan **61,600,448**	United Arab Emirates **1,421,302**	Guatemala **94,775**
Mexico **38,268,100**	Panama **889,018**	Brazil **56,742**
Japan **29,951,757**	Malaysia **787,020**	French Polynesia **48,342**
Hong Kong **19,538,949**	Switzerland **589,440**	Indonesia **29,016**
Republic of Korea **6,578,162**	Saudi Arabia **546,000**	Republic of China **25,837**
Singapore **6,216,406**	New Zealand **487,855**	Bahrain **18,942**
Puerto Rico **4,855,198**	Australia **471,346**	Costa Rica **13,962**
EUN **3,601,004**	Colombia **328,581**	

2009 Total Lbs

Canada **239,843,462**	United Arab Emirates **2,181,612**	Qatar **118,199**
Taiwan **58,887,594**	Kuwait **1,421,502**	Russian Federation **73,400**
Japan **51,221,828**	Switzerland **1,261,856**	Brazil **57,180**
Mexico **45,832,441**	Australia **651,514**	Jamaica **42,420**
Hong Kong **10,062,561**	Panama **496,810**	French Polynesia **41,673**
Singapore **4,625,075**	New Zealand **332,202**	Indonesia **36,222**
EUN **2,939,875**	Saudi Arabia **306,470**	Guatemala **27,685**
Puerto Rico **2,815,011**	Colombia **279,380**	Republic of China **19,800**
Republic of Korea **2,303,662**	Philippines **165,739**	Bahrain **12,654**

Gross Production Value

CATEGORIES	2010 TOTAL VALUE	2009 TOTAL VALUE
Vegetable Crops	$2,677,072,000	$2,631,763,000
Fruit & Nuts	$987,693,000	$1,042,685,000
Nursery Crops	$266,121,000	$294,572,000
Livestock & Poultry	$49,893,000	$40,374,000
Field Crops	$15,230,000	$14,972,000
Seed Crops	$9,984,000	$9,306,000
Apiary	$242,000	$46,200
TOTAL	**$4,006,235,000**	**$4,033,718,000**



Summary Of Sustainable Agricultural Activities

COUNTY BIOLOGICAL CONTROL

PEST	AGENT / MECHANISM	SCOPE OF PROGRAM
Yellow Starthistle*, Centaurea solstitialis	Seedhead Weevils/Fly,	47 Sites
Italian Thistle, Carduus spp.	Bangasternus orientalis, Eustenopus villosus	General Distribution
Russian Thistle, Salsola australis	Urophora sirunaseva, Larinus curtus,	7 sites
Puncture Vine, Tribulus terrestris	Seedhead weevil, Rhinocyllus conicus	General and Local Distribution
Aphid species	Leaf & stem mining moths, Coleophora spp.	1 site
Ash Whitefly, Siphoninus phillyreae	Stem & Seed weevils, and Microlarinus spp.	General Distribution
	Seven-spotted lady beetle, Coccinella septempunctata	
	Parasitic wasp, Encarsia inaron	

* The hairy seedhead weevil, Eustenopus villosus, is available for release to individual properties with yellow starthistle infestations. Call for arrangements.

PEST ERADICATION

Scotch Thistle, Onopordum acanthium	Mechanical/Chemical	One Infestation
Skeletonweed, Chrondrilla junceae	Mechanical/Chemical	Two Infestations
Puna Grass, Achnatherum brachychaetum	Mechanical/Chemical	Nine Infestations
Fertile Capeweed, Arctotheca calendula	Mechanical/Chemical	Four Infestations
	Mechanical/Chemical	

Hydrilla (Hydrilla verticillata), and biddy-biddy (Acaena novae-zelandiae) have been eradicated.

PEST MANAGEMENT

Roadside (virus host) Weeds	Chemical	County right-of-ways, spot treatment
Roadside, Targeted Noxious Weeds	Chemical	County right-of-ways, boom and spot treatment
Lettuce Mosaic Virus	Virus-Free Seed	Indexing of all county-planted seed
Lettuce Mosaic Virus	Host-Free Period	No lettuce above ground 12/7-12/21
Celery Mosaic Virus	Host-Free Period	No celery above ground in January
Lettuce Root Aphid	Quarantine, State Misc. Ruling 3597	Lombardy poplar prohibition

PEST DETECTION / EXCLUSION

Pest detection is the systematic search for pests outside of a known infested area, or for pests not known to occur in California. The general goal is to detect pests before they become established over an area so large that eradication is no longer biologically or economically feasible. Pest exclusion refers to the process of denying entry of pests into an area by routine inspection of incoming plant shipments and rejection of infested material. Detection trapping is performed primarily by the County Agricultural Commissioner's offices.

TARGET PESTS	INSECT HOSTS	NO. OF TRAPPED SERVICINGS
Medfly	Fruit Trees	2,013
Melon Fruit Fly	Vegetable Gardens	777
Mexican Fruit Fly	Fruit Trees	1,647
Oriental Fruit Fly	Fruit Trees	834
Misc. Fruit Flies	Fruits and Vegetables	829
European Pine Shoot Moth	Monterey Pine	102
European Corn Borer	Grains and Vegetables	30
Gypsy Moth	Shade Trees	803
Japanese Beetle	Turf, Roses	752
Trogoderma Beetle	High Hazard Commodities	16
Glassy Winged Sharpshooter	Nurseries/Vineyards/Urban Areas	3,382
Light Brown Apple Moth	Ornamental/Commercial Crops	1,048
Pepper Moth	Ornamental/Commercial Crops	35
European Grapevine Moth	Grapes	14,672
Asian Citrus Psyllid	Citrus	966
Nantucket Pine Tip Moth	Conifers	1

Pest detection trapping activities accounted for 9783.5 hours, with a total of 27,907 trap services being made. 13 hours were applied to inspecting 32 commercial crop sites of 13.2 net/ 409 gross acres. Three calls to residences were made for investigation of suspect reports and 65 hours were utilized on inspection/identification of public-reported pests. Thirty high hazard locations were inspected and 234 miles of entryways surveyed, accounting for 52 and 24 hours respectively. Special surveys were made for exotic aquatic weeds, Africanized honeybee, Karnal bunt, citrus greening disease, sudden oak death disease, Asian citrus psyllid, pepper moth, and glassy-winged sharpshooter.

ORGANIC FARMING

Eighty seven farms, totaling approximately 19,495 acres of crop land and 9,000 acres of rangeland, were registered in Monterey County in 2010. Utilizing organic principles defined in the California Organic Food Act of 2003, these farms produce a wide array of commodities, such as: strawberries, salad mix, miscellaneous vegetables, spinach, lettuce, celery, raspberries, broccoli and grapes. The total estimated value of organic production in Monterey County during 2010 was $168,956,060. This compares with 2009 where we had 17,581 acres and $163,883,296 in estimated value.

Monterey County
Agricultural Commissioner's Office
1428 Abbott Street, Salinas, CA 93901
831.759.7325 • http://ag.co.monterey.ca.us